

VETERANS MEMORIAL COMMITTEE

MEETING MINUTES

July 6, 2011

Members present: Chair Kurt Minnich, Mr. Keith Marston, Ms. Jenny Printy, Mr. Byrd Troutman, and Mr. John Maietta

Supervisor: Chairman Vince DiFilippo

Staff: Terri A. Martini, Assistant Township Manager

The meeting was called to order at 7:00 pm. The meeting minutes of June 1, 6, 15, and July 1, 2011 were approved as distributed. These will be posted to the Township and Veterans websites.

Members discussed the recent donation from the Mechanicsburg Club and are awaiting information from the club on the details for recognition on a granite plaque. All orders for bricks and plaques are due on July 25th.

The ground breaking scheduled at 11:00 am on July 8, 2011 will be an excellent opportunity for a photo op and an appeal for donations. Set up should include broken ground, tables for a display and refreshments, a podium and sound system, brochures and marketing materials. Calls will be made to ensure that invitees know that the event starts at 11 am. The Patriot, which reported an 11:30 am time, will print a correction. The Sentinel article was correct.

A request was made to ensure that the entire construction process is documented with pictures from the current site, through each phase of development.

A motion was made, seconded and unanimously approved to refund donors who contributed less than the sponsorship cost of the bricks and plaques - only committee members receive a discount. A letter accompanying the refund will offer an explanation.

Members discussed a variety of businesses that had been solicited previously with no response: Jacobson Warehouses, Delta Development. A number of potential leads were discussed: All Pro, Reed Patton, Cumberland Valley Tree Service, Septic Service Companies.

John Maietta outlined a marketing plan including the mass mailing, newspaper ads and billboards. The committee moved, seconded and unanimously approved to move forward with 5 billboards for \$900.

The members also discussed the rate of return from a mass mailing ranging from 30% for Silver Spring Fire Company to 15% for New Kingstown Fire Company. The mass mailing will include all businesses and residents in Monroe, Middlesex, Hampden, Mechanicsburg and a direct mailing to Silver Spring Township residents and businesses. It was also suggested to include both the Cumberland Valley and Mechanicsburg School districts.

Upcoming events were discussed:

BBQ and Blue Grass – Jenny, Byrd, John, Teddy, and Vince
New Kingstown Festival – to be announced at the next meeting.

The meeting adjourned at 8:35 pm.